

2. PROTECTING AND BUILDING OUR BRAND FRANCHISES

In 1992, we continued to be very successful in this strategic thrust on a relative basis, but were not successful enough in absolute terms. Philip Morris USA's share of the branded premium category grew again 3 share points to 48.8%. Marlboro's share of the premium category was up 10 share points to 33.0%. Perhaps more importantly, the decline rate for Merit, B&H and Virginia Slims was cut from 12.8% in 1991 over 1990 to 5.2% in 1992 over 1991. However, this is not satisfactory as total share from the four major brands declined from 24.1 to 33.4%. Of particular concern, was Marlboro's decline from 24.4 to 25.8%.

-3.3
 25.76
 354325
 M 123 860
 34.96
 B, M & Pa 42680
 43995
 % prem 12.42%
 131189
 34.34
 46419
 12.15 +.27
 90
 34.35
 3460301
 52.53
 -12.0

Dad,
 Please fill
 in #s for
 WI Campbell.

Theresa

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